PUBLIC SPEAKING SIMPLIFIED

A SIMPLE AND PRACTICAL METHOD OF DEVELOPING THE ART OF PUBLIC SPEAKING

BY

J. Martin Kohe, Ph.D.

IN

Six Volumes

VOLUME FOUR
HOW TO PLAN, OPEN AND CLOSE A SPEECH

NIAGARA SCHOOL, Inc.
CLEVELAND

PUBLIC SPEAKING SIMPLIFIED

SIMPLE AND PRACTICAL METHODS FOR BECOMING PROFICIENT IN THE ART OF PUBLIC SPEAKING WITHOUT THE INVESTMENT OF TOO MUCH TIME. (AS GIVEN IN RESIDENT SCHOOL)

IN

Six Volumes

BY

J. Martin Kohe, Ph.D.

Formerly Coach of

PUBLIC SPEAKING, GENERAL ELECTRIC CO., NELA PARK, THE CLEVELAND HEATER CO., THE ELECTRICAL LEAGUE OF CLEVELAND

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THE SIX VOLUMES

ONE

HOW PUBLIC SPEAKING CAN BE SIMPLIFIED

TWO

HOW TO GAIN SELF-CONFIDENCE IN PUBLIC SPEAKING

THREE

HOW TO MAKE PEOPLE REMEMBER WHAT YOU SAY

FOUR

HOW TO PLAN, OPEN AND CLOSE A SPEECH

FIVE

HOW TO HOLD THE ATTENTION OF YOUR AUDIENCE

SIX

HOW TO TELL STORIES, ETC.

"That writer does most for humanity who gives the most knowledge and takes the least time."

—**Colton**

PLAN OF SPEECH

"Put Yourself in the Place of Your Audience"

"Put yourself in the place of your audience is the outstanding rule for success," says Architect. "If you will do this, you will gradually learn to judge the opinions and reactions of your listeners. No one enjoys listening to a speaker whom he does not understand and whose thoughts are not clear to him. The more the speaker brings his talk within the vivid experience of the listener, the more likely the speech will be a success."

Know what your audience wants.

Anticipate their desires.

Fit your speech to comply with these wants and desires.

"Use these three suggestions and you will turn an otherwise poor speech into a successful one."

"In every speech, we must consider the following three factors":

1. Audience
2. Yourself
3. Subject

"We must in every speech, consider ourselves in relation to our audience. And we must take into consideration our subject in relation to the type of audience. You cannot expect to address

an audience of experts with the same speech as you would address an audience of general intelligence. Likewise in speaking to an audience which has no knowledge of your topic, you will take special pains to make this otherwise foreign subject clear and intelligible to your listeners. A few minutes spent in considering your audience, yourself, and subject, in relation to each other will prevent the failure of many speeches."

In every speech, there are only the following three sections:

1. Opening of a speech
2. Body of a speech
3. Closing of a speech.

You will recall, comparing this to our train trip.

1. You must get on the train.
2. Make your various stops.
3. You must get off the train.

"If you will keep this comparison well in mind as shown above you will realize that making a speech is exactly the same as taking a train trip. Therefore, it is necessary to open your speech, making your various points of arguments, and then closing your talk."

"Come now with me," says Architect, "and I will show you the twelve steps in planning a

speech. These twelve points will cover every phase of speech planning. It will take us a little while to follow through but after making this trip a few times, it will become SIMPLIFIED and then it will only take you a few minutes to cover this otherwise complicated trip."

TWELVE STEPS IN PLANNING A SPEECH

"Let us take this trip together," says Architect, "and we will visit as we go along every stopping place that you will be confronted with when planning a speech. I will show you in plain and simple manner this trip which would ordinarily take hundreds of pages to describe. Nothing that is necessary is eliminated—we will erase all doubt and uncertainty and we will stop at no point any longer than is necessary." "If you will take the time," says Architect, "to use these twelve steps every time you plan a speech, then half of the job of Public Speaking, 'Preparing a Speech,' will be taken care of."

First Stop

Subject

a. That in which you are most interested.

b. Personality, enthusiasm, feeling, and life.

"The very first step which will cause you to take this trip is that you are asked to make a speech. That starts in motion the use of these

twelve steps. You are either assigned a subject or you are asked to make a speech. Then it becomes necessary for you to choose a subject to talk about. In making your choice you will take that subject in which you are most interested and in which you can portray to your best advantage, your personality as displayed by the enthusiasm, life, and feeling, which you can put into it."

Second Stop

The Audience

a. Known or unknown.

b. Agree or disagree.
(as to you—as to your subject)

"After you have chosen your subject, the next step is to bring your subject within the thoughts and experience of your audience. UNLESS YOUR SUBJECT IS MADE APPLICABLE TO YOUR AUDIENCE, THERE IS NO HOPE FOR IT TO BE A SUCCESS. Remember that the outstanding rule for success in planning a speech is, 'Put yourself in the place of your audience.' I will show you," says Architect, "how you can apply this rule."

"Are you known or unknown to your audience? This you can readily apprehend makes a decided difference in their attitude toward you. Is your subject familiar or not familiar to your audience? If it is familiar, you will use a dif-

ferent method of presentation than if it is not known. Are your thoughts in agreement with your audience or not? If they agree with you, your task is not as great as if they disagree with you. We know that a Democratic candidate does not address a Republican audience with the same type of speech as he would to a Democratic Audience."

Length of Speech

Third Stop

a. Subject

b. Audience

c. Place of address

d. Occasion.

"The length of time for a speech, I know, causes you a great deal of trouble," says Architect. "In order to estimate the amount of time a speech will take, it is necessary to consider the subject, the audience, the place of address, and the occasion. Frequently the speaker is advised as to the length of time he should speak. However, more often, the length of speech is left to the speaker's individual judgment."

"In doing so, the first item to be taken into consideration is the subject. It is only reasonable that you should choose a subject which you can successfully handle in accordance to

the type of audience, the place of address, and the occasion. In considering the audience, you would not talk to a group of young people as long as you would to a gathering of grown-ups."

"The place of address is also of importance. The records show that Lincoln's famous Gettysburg speech was delivered in about ten to twelve minutes. This shows the good common sense of Lincoln, inasmuch as his speech was delivered in a cemetery."

"The occasion also is a determining factor in the length of time. If you are to be the only speaker of the evening, you naturally will speak longer than if there are to be other speakers. Likewise if a group or audience is assembled purely for the purpose of listening to one particular speech, it of course should be for a reasonable time. With proper consideration of the subject, audience, place of address, and occasion, you will rather accurately ascertain the correct length of the speech."

"To determine the exact time," Architect says, "the better and more exacting method is to talk out the speech, noting the time when you start and when you finish. This talking out of the speech will not only determine the exact length of time of your speech but will also be of very fine practice."

Fourth Stop

Aim of Speech

What do you want your audience to do or say when you are through speaking?

Do you want them to say

A. I see

B. You are right

C. I will do it

D. I am pleased.

Then you want them

To see

To believe

To act

To enjoy

Then your aim is

To be clear

To be sold on the idea yourself

To get them to take action

To entertain.

"The speaker will save himself untold effort, in making his speech a success, if he will take the time to determine 'what he wants his audience to do.' After he has determined what he requires of his audience, the formation of his speech will take place in accordance with the

desire of his audience. By using this method, he brings himself in perfect contact with the success law in speech planning. The success law in speech planning, remember is, 'Put yourself in the place of your audience.'"

A. I See

"Where you want your audience to say, 'I see,' it then becomes your duty to formulate your talk so that you will as a result thereof get your audience 'to see.' A talk which has for its aim clearness, implies that the main object of the speaker is that his listener can see with the same clearness as he, himself, pictures in his own mind. The average speech with a chief aim being clearness is usually used in describing a trip, a subject, an object, or an article for sale. No action is desired. All that the speaker wants is that the listener attain with the same vividness and clearness, the picture which is in the mind of the speaker. Where the audience is unfamiliar with the subject of the speaker, he will attain his aim of clearness by comparing that which is not known to the listener, to that which is known. As a result, thereof, the unknown topic by being familiarized with the known subject becomes clear in the mind of the audience. The speaker thereby has attained his aim of clearness."

B. You Are Right

"Whenever the speaker is desirous that the

audience shall accept his idea, so that it will be necessary upon completion of his talk for his audience to say, 'You are Right.' Where the speaker has this aim in mind and then makes a talk on Yellowstone Park, he will not be satisfied by describing this wonderful work of nature until his audience sees with clearness, feels with vividness, and believes as he does in his thoughts and perceptions. You will note that the speaker with this aim is not trying to sell the idea that his audience should go to Yellowstone Park but merely they shall see, feel, and believe as he does in regard to this exceptional spot of nature."

C. I Will Do It

"If the speaker desires that his audience should go to see Yellowstone National Park then his aim becomes that of 'I want my audience to say, I will go.' Consequently in order for them to carry out this desire, they must see as you do, feel as you do and not only say that you are right, but will act immediately as a result of your speech. This system has been used by great advertisers."

"At first their ads appear in newspapers and magazines solely for the purpose of getting the prospect to see what their product is. Then they run a series of ads for the purpose of impressing their audience so that they will feel as the advertiser does in regards to their product. Consequently as a result of their ads the pur-

chaser gradually learns to believe in the advertiser and the natural result of purchase follows. The importance of the speaker in determining what he wants his audience to do can be readily understood from the previous paragraphs.

D. I Am Pleased

"Especially in after-dinner speaking and in talking to junior groups, the speaker has the desire merely to make his talk entertaining. Where this is the chief aim of the speaker, it is necessary to arouse pleasant thoughts and interests—even causing hearty laughter. When you want your audience to say, 'I am pleased,' you will give them that type of information which they will enjoy so that it amounts to entertainment rather than the serious form of speech making."

"The speaker will find that by paying particular attention to his aim—that is determining before he makes his speech or even starts to plan it, just what he wants his audience to do, will save himself time, energy, and anxiety, and will do things more successfully because he is working according to that success rule which works wonders—*put yourself in the place of the audience.*"

Fifth Step

Purpose

After the speaker has decided on

1. Subject
2. Audience
3. Length of speech
4. Aim of speech.

"The next step is to set forth what is the chief purpose of the speech. This may seem a repetition of the aim but it differs in this respect. In looking at the purpose of your speech, you consider the reason that you are making this talk, while in the aim, you determine to what degree you desire to promulgate this purpose. The more the speaker talks in terms which the audience understands and comes within their experience, the more likely will he attain his purpose."

"To illustrate this Point Five and the difference between Point Four let us take the following example. Suppose you desire to make a speech on your trip to Yellowstone National Park. The purpose of your speech is 'TO SHOW THE BEAUTY' of the Park. Your aim is to 'SHOW THE BEAUTY' of the park, to the extent, that (aim) your listeners will want to go there as soon as possible. After you have analyzed some of the talks that you have made, this point will be very clear and SIMPLIFIED.

Sixth Stop

Chief Argument

"With the purpose firmly fixed in mind the

next step is to determine that argument which will best sway the minds of your hearers. What appeal will best affect the hearts of your listeners. This chief argument is of tremendous importance, for it is that part of the speaker's talk which is usually best cemented and engraved in the minds of the audience—after ascertaining the purpose of the speaker. Do not neglect this vital and important step in preparing your speech.

Seventh Step

State Objections to this Chief Argument

"Salesmen know the value of this suggestion. Wherever the objection can be found, it usually can be met. Likewise, if the speaker will take the time to contemplate what objections may be raised to his arguments in advance, he will be able to answer these objections in the body of his speech in advance of the objections being actually made. In this way, he will not only benefit by his foresight, but very frequently will make friends for himself instead of enemies."

"Very often advertisers answer all objections to their products, by setting forth in their ads the answers to those objections before they are raised by the public. A famous sales manager said, 'Find the objections to your product and the answers and you are bound to make good.' So, we who are interested in speaking to audiences or groups should find the objections and the answers and we, too, will make good."

Eighth Stop

Ready for Material

A. Think First
(Use the Self-Question Method)

B. Then Read All You Can

"You will notice," our Architect advises, "that only after considering the main issues in speech planning do I advise you to gather and search for your material. Very seldom, will you be asked to talk about a subject with which you are not familiar. In every Stop so far, you are able to answer and set forth your ideas without looking up any material. The reason that I advise you to use this system is that in this modern day and age, business men especially, do not find the opportunity to invest a large amount of time in searching for material—especially with their lives so full of the rich experiences."

"Furthermore, by following these several stops before searching for material, you will by this time decide definitely, exactly what material you need. The result is that the hardest part of speech making will be eliminated because a search will be made for that material only with which you are not familiar."

"I advise you," says Architect, "to use the self-question method because of the fact that most speeches are made along lines with which you are familiar. These self-questions will help

to develop that material which you have already absorbed in your mind."

"I do not want to convey the idea," says Architect, "that you should not read but I very staunchly and firmly believe that you should use that knowledge which you already have and can readily be brought to the surface by means of the self-question method."

"If your mind could be made into a phonograph record," says Architect, "you would have enough material to keep this record playing for a number of years. Use that material wherever possible. If time permits, then by all means read and in this case wherever possible, **read all you can.**

Ninth Stop

Arrangement of your Main Points

"After you have compiled all of your material, it now becomes necessary to place it in a logical and coherent sequence. Comparing your speech to a train trip you will not jump from one city and back again, but you will continue in its regular order. In making this final arrangement, it is always best to take that city in which you live and set forth those stops which you will make in your trip. Place these cities on a piece of paper, and directly opposite these cities on the same sheet set forth the points of your speech. Do this and you will prevent any possibility of your points not being in their reg-

ular and logical order. If your points follow as clear and concise as your train trip, you know that it is taking its logical course. Moreover, you need never fear that you will not remember the points in your speech when you get up to talk."

"Another idea to keep in mind is, that just as the last city in your train trip is the most important to you in your travels, so your most important point in your speech should be left to the last; place your least important point first and so on, until your last point in your speech. Here your entire talk works toward the goal or purpose of your speech."

"This concludes the preparations of the body of the speech. It is true that it may seem rather difficult but let us look at the summary," says Architect, "and we will find it rather simple—after using these nine points in preparing the body of the speech, it will take but a few minutes to use these suggestions effectively."

SUMMARY

1. Subject
2. Audience
3. Length of Speech
4. Aim
5. Purpose
6. Chief Argument
7. Objections to Chief Argument
8. Material
9. Arrangement of Points

Tenth Stop

Conclusion

"I will explain how to conclude your speech," says Architect. "You will find in the pages to follow four ways of closing the speech."

Eleventh Stop

Opening Statement

"In the pages to follow you will find seven ways of opening a talk."

Twelfth Stop

Title

a. Open

b. Concealed

"In setting forth the title of your speech, it depends very much on your own point of view," Architect tells us. "You may set forth your title so as to make it obvious at once what you will talk about, or you may disguise your title in such a way so as to keep your audience in suspense. Both methods are commonly used. For example, in talking about Yellowstone Park, you may call your speech, a 'Trip Through Yellowstone Park.' Or you may title your speech, 'Nature's Great Accomplishment,' and thus conceal the true subject matter of your speech. The method used will of course depend on the reputation of the speaker, the audience, the place of address, and the occasion."

HOW TO OPEN A SPEECH

"The opening of a speech is frequently confused with the introduction. The introduction of the speech consists merely of a few statements referring to the remarks made by the chairman. Very often the speaker in his very first words makes a remark or two about his being pleased to be present or his satisfaction in finding a large audience to greet him. The opening statement, however, does more than this. It paves and opens the way to the actual speech, itself.

The cardinal purpose of the opening statement is

1. To secure attention
2. To arouse curiosity

"If you have concealed the title of your speech, it is a simple matter to arouse curiosity. Your opening will be in keeping with your title so as to keep the audience waiting for the answer which will satisfy their curiosity. If you use the open method of titling your speech, it then becomes necessary to keep the attention of your audience with an opening statement that secures immediate attention. Here we find seven ways of opening a speech. The ideal opening to a speech is that which is said that is in common with the audience and still is in keeping with the speech to follow."

1. Ask a Question

"The easiest way to open a speech—to create attention — and to arouse curiosity is to ask a question. This method of opening a speech is not only very effective but when worded so that it is in keeping with the experiences of the audience, immediately wins them to think and to even guess what your answer will be. The result of course is apparent."

2. Use a quotation of a writer, poet, or of the Bible

"Another easy and effective method of opening a speech is that of using a quotation. Quotations taken from writers, poets, or the Bible in keeping with your speech are not difficult to find. Where the quotation is familiar to most of your listeners — they will feel at home immediately—you will have gained their interest at once, because they know they are going to understand the subject upon which you will speak."

For example:

Do unto others as you would have others do unto you

3. Introduce or show and exhibit something which will lead and open to your speech

"If you are speaking about a book, it is an excellent idea to hold this book in view to your listeners and to tell them 'this is the book that I will speak to you about.' If you are talking about a trip, it is a very fine idea to have a map

—bring this map in view of your audience and in your opening show them just where you intend to take them in your trip. This method can be used in numerous instances as well as to open your speech."

4. Outline Method

"This method is used very commonly — is very effective, especially with learners of Public Speaking. This system is extensively used by debaters. It secures immediate attention—makes it easy for the audience to follow—and prevents the speaker from rambling. This method we have found in the formula idea, that is, TELL THEM WHAT YOU ARE GOING TO TELL THEM.

For example

I will tell you

1. Why you should buy a radio
2. Where you should buy a radio
3. When you should buy a radio

5. Open with a story

"In the relating of stories to open a speech, the average person usually thinks of it as teling a humorous or funny story. Telling of humorous stories is an art in itself and you must be cautious when using this method to open a talk. However, there are two types of stories. One method is the relating of a personal expe-

rience and another is the relating of a human interest story. Here we may draw stories from history or stories which have happened within a short time before the delivery of your speech. We have then three types of stories to draw from:

1. Personal experience
2. Human interest story
3. Humorous story

6. Historical events

"In many subjects, it is very easy to draw an analogy between your subject and some historical happening in the past. Your audience being familiar with the event in the past, will be able to draw a comparison with the subject which you are to speak about. In other words, you are associating your subject which is unknown to your audience to an incident with which they are familiar."

For example:

In the last World War thousands were killed and injured. Are we going through that again?

7. Startling Statements

"A method which is used 'to sweep the audience off their feet,' is with a startling statement. The newspapers today are filled with startling statements. We all know the effect when we remember the large headlines during

the war which read something like this, 'WAR DECLARED' and 'ARMISTICE SIGNED.' Audiences enjoy an opening which not only attracts their attention but causes them to completely forget themselves in the speaker and his thoughts."

"We have just seen the seven ways of opening a speech. A little study will tell you which one will be most effective for your particular talk. The importance of making a good opening cannot be over-emphasized. The opening of a talk should be memorized. The opening and the conclusion of the speech should be spoken out and delivered several times before the audience finally hears it. We all know the value of an interesting opening and conclusion in a vaudeville act."

"Under no circumstance should the speaker make an apology for being unprepared or unexpected to be called on to say a few words. If you are an experienced speaker, your listeners will be disappointed and it will be rather amusing to them, for you to make an apology. If you are a novice, you can make a 'hit' by rising to your feet *(remember the steps in building self-confidence)* and saying a few words that carry effect without the apology. Let us now look at the four ways of closing a speech.

HOW TO CLOSE A SPEECH

"The closing of a speech is the most essential and deciding factor of the entire talk. It is an exceptionally fine habit to write out your conclusion. After it is written, commit it to memory and then speak it out several times so as to be sure that the final words will leave a lasting impression. Whatever you do avoid the use of the words of expression 'that is all I have to say' or 'I will now bring my speech to a close.' The closing of the speech should come to a natural close just as your train comes to its natural destination. It should be so smooth that your audience can sense that it is the closing of your talk and that the last statement will be one of lasting impression."

1. Summarize Your Main Points

"Here again we have the third point in our formula idea, 'TELL THEM WHAT YOU HAVE TOLD THEM.' The average listener is unable to retain all of the points in a speech. If they are summarized in the speaker's closing words, it serves many advantages. The listener attains a bird's eye view of the entire speech. He goes away with lasting ideas. He has certain points in his mind which he will discuss with a friend. It is like a dessert after dinner. Remember a successful rule in Public Speaking is that 'the speaker should leave in the minds of his audience the purpose of his speech backed by certain points or arguments.' It isn't so much

how much is said that counts as it is how much did your audience remember."

2. Climactic Conclusion

"Where you find it necessary to rouse your people to action or to make an appeal, it is best to use that strong action-stirring closing. In fact the entire speech will gradually ascend a peak—it will grow in strength—the feelings are aroused—the entire spirit of the speaker is filled with life and enthusiasm. The audience feels this fervor—the speech comes to a close—a burst of applause follows. An excellent example of the climactic conclusion is the speech of Patrick Henry. *(See Volume Six.) I know not what course others may take but as for me give me liberty or give me death.*"

3. Use a Quotation of a Writer, Poet or of the Bible

"A quotation used for closing a speech very frequently saves an otherwise poor talk from being doomed. In many cases, it is proper and appropriate to use the same quotation in the conclusion of the speech as is used in the opening statement. This method is commonly used by ministers. It not only connects up the beginning of the speech with the conclusion but it also engraves in the minds of the audience the deciding purpose of the entire speech. To what speech would this following passage fail to make an excellent closing?"

"There are thousands will tell you it cannot be done,
There are thousands who prophesy failure,
There are thousands who point out to you one by one
The dangers that wait to assail you.

But just buckle in with a bit of a grin;
Then take off your coat and go to it;
Just start into singing as you tackle the thing
That "cannot be done" and you'll do it."

Edgar Guest

4. Close with a Story

"Here again we find that it is of lasting effect to close a talk with the same story that you used to open your speech with. With the ability to tell humorous stories, it can be used to an advantage in closing a talk. A personal experience story is fitting and appropriate in many cases. Men who speak very frequently and lecturers are using the human interest story to close their speeches, exclusively. The reason, of course, being that people will remember stories quicker than abstract matter. Human interest stories can be found in the newspapers, in editorials, and in the better grade of magazines. Here is an example of a human interest story."

"On the edge of the Arizona desert is a place called 'Peg's' where a great many travelers stop to refresh themselves with a cold drink of lemonade. It is run by a man who at one time was a famous racing car driver, and

who lost his leg and a part of the other foot in a smash-up, besides a large fortune in hospital and doctor bills. When his possessions were reduced to $10 and a tent and his life was despaired of, he decided to go to the edge of the desert and open a lemonade stand. By making use of all resources—fruit box lumber to build his shack, orange and lemon peeling for crystalized fruit, he has built up a reputation and has attained happiness and financial independence."

"He attained reputation, happiness, and financial independence—why can't you?"

"We have seven ways of opening a speech, four ways of closing a talk. Make a special effort to have an appropriate opening and closing—it will pay you well.

SUMMARY

To Open A Speech

1. Ask a question
2. Use a quotation of a writer, poet, or of the Bible
3. Introduce an exhibit
4. Outline method
5. Stories
    a. Personal experience

b. Human interest story
c. Humorous story

6. Historical event
7. Startling statement

To Close A Speech

1. Summarize main points
2. Climactic conclusion
3. Quotation of a writer, poet, or Bible
4. Close with story
   a. Personal experience
   b. Human interest story
   c. Humorous story

"We have now finished the complete story of Planning a Speech," says Architect. "You have just visited the City of Plan of Speech. Go back and visit any time you wish. I have shown you how to work out an unprepared speech and how to plan a prepared talk. You have just seen seven ways of opening your speech and four ways of closing a talk. Familiarize yourself with the ideas, suggestions, and thoughts set forth in our City of Plan of Speech. The difficulties and problems in planning that you had previously, will now become SIMPLIFIED. In the pages to follow we will find various suggestions which will guide you further in the planning of your speech."

SUGGESTIONS TO HELP YOU FURTHER IN PLANNING A SPEECH

1. Never open a speech with an apology for not being prepared.
2. Never close a talk with "that is all I have to say."
3. Pay particular attention to your opening and closing.
4. Practice speaking aloud until your opening and closing has a finished touch to it.
5. Have your subject clear in mind.
6. Do not have too many points.
7. Remember no one will be angry if you make a short talk.
8. Direct as a telegram message is the latest feature in speech making.
9. When you take your audience on a train trip, be certain of your destination.
10. Make your stopping places or points clear.
11. If you are speaking on a subject that progresses according to time—use natural time order, for example 1910, 1911, 1912, 1913, 1914, etc.
12. If you are speaking on a problem of the day—state the cause and then the effects or results.

13. Use the formula method and prevent rambling.

14. Try to make yourself worthy of your listeners.

15. Make your subject worthy of the attention of your audience.

16. Make your speech easy to remember.

17. Wherever possible, avoid using a manuscript.

18. Avoid the use of notes wherever possible.

19. If you must use notes, have them on a business card so as not to attract attention.

20. In preparing a lengthy speech, get started without delay.

21. You will find it harder to "get down to preparing the speech" than the actual preparation of the talk.

22. The most effective method for speech planning is to talk it out at random first. Test your knowledge—see what you can do with it before any actual preparation.

23. Talk it out several times at random and before long you will have plenty of ideas to formulate an effective talk. Mark your ideas on paper as you feel their importance when you utter them.

24. After several days the speech will take form in your mind. The plan will become clear and your speech problem practically solved. You will find this to be an interesting and fascinating way of working up a speech. It will then be necessary to get a proper opening and closing. Remember this talking out of speech can be done in your automobile as well as in your home or office.

25. Use your automobile for developing and preparing speeches of any kind.

26. After you have your plan well in mind, if you have a stenographer, speak it to her similarly as you would to an audience. Roosevelt always spoke out his speeches to his stenographer with the full life and spirit that he used before an audience.

27. If you must write your speech first, do so, but do not commit to memory. Too frequently, it is necessary to alter your speech —if you have committed it to memory you will find yourself at a loss.

28. If you cannot use the talking-out method of preparing your speeches then always use the outline method. Plan your speech as you would a train trip.

29. Use the self-question method first to plan a speech.

30. These eighty self-questions will solve your plan, problem, or difficulty with little effort.

31. Always go to a sales meeting, club gathering, or dinner, prepared to say a few words.

32. Use the ten suggestions for after-dinner speeches.

33. Use the last word and last thought idea and insure yourself against any embarrassment.

34. Learn to think on your feet by using the last word or last thought idea.

35. When called upon on the spur of the moment to speak, in order to get something to say, use the self-question method—then to prevent getting lost in your speech, use the last word or last thought idea.

36. Use the formula wherever possible—it will develop confidence.

37. In every speech consider the audience, yourself, and your subject, in relation to each other.

38. There are only three sections to every speech—the opening, body, and conclusion.

39. Remember the success law in speech planning is "Put yourself in the place of your audience."

40. Always ask yourself what do you want your audience to do.

41. When you have made this decision, see to it that your material answers it.

42. Always leave your audience with a feeling that they would like to hear more of you.

43. Where the speaker finds that his youth is a disadvantage, he should use the formula idea and his progress will be rapid.

44. Don't tire your audience because you want to see how long you can speak.

45. If they like your speech, they will ask you to talk again. If you tire them, a return engagement is very uncertain.

46. In planning a lengthy speech, a few minutes' time with the twelve-point plan will serve to a decided advantage.

47. Plan some of your speeches in the Patrick Henry Climactic style.

48. If you are able to formulate a phrase that has the power and influence that Patrick Henry's final statement had—your speech will also go down in history.

49. Make your audience feel glad that they came to hear you speak.

50. Always stop before your audience wants you to. Don't continue speaking after you have made an ideal closing.